

**Small Business Assistance Committee Minutes**  
**April 7, 2003**

**Present:**

- Peter Cook, Chair
- Katherine Swarts, Secretary
- Frances Boyette, Chamber Staff
- Gary Alexander
- Janell Bonner
- Arnold Goldberg
- Dick Myers
- Moe Singh
- Kevin Tucker
- Sharon Williams
- Cheryl Wise

**Member Audit Results:**

- The majority of recently surveyed Chamber members are interested in special seminars and programs. A large majority of those who expressed interest in such programs are willing to pay to attend.
- Almost two-thirds of the respondents favored lunch over breakfast for program time.
- More than half of the respondents expressed willingness to present a program themselves.
- Of the topics proposed for programs, marketing, financial and legal matters, and positive publicity attracted the highest level of interest. Disaster preparation, software topics, and business entity rated the lowest.
- The Committee discussed the best approaches for administering the Member Audit on a regular basis. The possibility of adding an audit form to the New Member packet (the Ambassador Committee's territory) was referred to the Chamber.
- Nancy Ehrenkranz will be asked to design a new Member Audit focusing on marketing.

**Brown Bag Program:**

- Based on the results of the Member Audit, as well as past experience with luncheon and breakfast programs, the topic of the next Brown Bag series will be marketing.
- The program will continue to present two workshops a month. Dick will remain in charge.
- The Committee tentatively agreed to adopt the name Small Business Assistance College (or a variant) for the program. The subject of designing a logo was discussed briefly.

- Peter suggested that speakers be asked to bring handouts summarizing their programs. (Speakers who are also Chamber members may be allowed to distribute personal promotional materials as well.)

### **Monthly Breakfast and Luncheon Programs:**

- The breakfast speakers for June and August will be, respectively, feng shui specialist Valerie Williams and professional organizer Susie Murray.
- The Chamber will inquire of the breakfast program's host hotel regarding the possibility of moving into the Sapphire Room (which allows more networking space than the current meeting room).
- The Mini-Trade Fair theme for the April luncheon will be health.
- "A dollar per contact" was proposed as a slogan to recruit Mini-Trade Table sponsors. (The average attendance at a luncheon is over 100 people.)
- The Committee discussed possibilities for posting the Mini-Trade Fair topics with the lunch program topics on the website calendar, and/or for creating a separate web page of upcoming Mini-Trade Fair topics.

### **Chamber Website:**

- Cheryl brought a handout of website matters that need attention, including the member directory, the visitor-friendliness of the home page, and the graphics. There was a lengthy debate on the issue.
- It was proposed that the website should: have no more than six links on the home page; use page titles that would be easily understandable by outsiders (as opposed to "inside jargon" terms such as "Leadership 20/20"); and include a link to the Small Business Assistance program. Dick suggested adding an "e-mall" of Chamber businesses.
- Peter suggested that the website changes be proposed as "adding a new element to the site" rather than as a makeover.
- Committee members were urged to seek out examples of good websites to refer to leadership.

### **Miscellaneous:**

- Volunteers are needed to organize the business cards display in the Chamber lobby.
- The next meeting is scheduled for 11:30 a.m. on May 5; the Committee may meet in a Mexican restaurant, or bring in a Mexican caterer, to give the meeting a Cinco de Mayo theme. There are few obvious possibilities among Chamber members, but Escalante's (not currently a member) received general approval.